Reese P. Stanley
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October 29, 1996

Ms. Sharon Schwalm (1642)
Mr. Mark Bowlby (2944)
Mr. Chris Huff (2346)
Mr. Roger Cobb (6445)
Ms Monee Anaya (5442)
Mr. Kent Brock (5841)
Mr. Dave Thoensen (6240)

RE: ***Mobil Oil Corporation --- Chain ID #0975-XX-XX***
Monarch $.75 off 3-Pack Promotion

Ladies and Gentlemen:

Once again, your assistance is requested with an approved Monarch $.75 off 3-Pack Promotion for Mobil Oil Corporate locations during the month of December, pre-assembled through McLane branches.

Specifics are as follows:

Promotion Date:	Month of December, 1996
Ship to Retail:	Week of December 2, 1996
Stores:	***ALL*** Mobil Oil Corporate Locations
Materials Needed:	3-Pack Sleeves (60/Sku -- item #464432) (1) Sku per store location
Product:	Each Sku should be pre-packed as follows: 3 cartons - Monarch FF100s 3 cartons - Monarch Light 100s 3 cartons - Monarch Menthol 100s 3 cartons - Monarch Ultra Light 100s 3 cartons - Monarch FF King 3 cartons - Monarch Light King
Sku Cost (to Retail):	Should be shipped at prevailing Monarch price, including $2.60/carton off-invoice allowance.

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Source: https://www.industrydocuments.ucsf.edu/docs/pkvn0000

Enclosed please find ***Force-Out Authorization*** for handling with your respective McLane branches.

Your coordination and follow-through efforts in handling are greatly appreciated. Should you have any questions or require additional information, please advise

Sincerely,

Reese

R.P. Stanley
KAM #2940

RPS:jk
cc: RSMs
D.J. Geemundo
ROU #1610
ROU #2910
ROU #2310 Promotion Coordinators
ROU #5410
ROU #5810
ROU #6210
Paul Letourneau
Mike Askwith - Mobil Oil

Mon75off.doc

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